

# Persuasive Essay Rubric

RD +

RS +

SS +

BS +

LATE –

/90

%

Traits	6	5	4	3	2	1
Ideas	Thesis statement is focused and compelling and clearly shows topic, opinion, and sub points. Concrete details are powerful and strongly defend the thesis. Commentary powerfully connects the concrete details to the thesis and shows deep insight. Opposing arguments are anticipated and are answered with powerful evidence. Persuasive techniques are used appropriately and powerfully. No fallacies present.	Thesis statement is focused and clear and shows topic, opinion, and sub points. Concrete details are relevant and defend the thesis. Commentary connects the concrete details to the thesis and clearly explains them. Opposing arguments are anticipated and are answered. Persuasive techniques are used appropriately. No fallacies present.	Thesis statement is too broad or too narrow but identifies a topic and opinion. Most concrete details defend the thesis but lack power. Commentary explains connections but lack authority. Opposing arguments are anticipated but counterargument lacks power. Persuasive techniques are attempted but are weak. Very few logical fallacies present.	Thesis statement can be inferred by the reader but is not clear. Concrete details are too broad, generic, or mostly filler. Commentary only begins to show how ideas connect. Opposing arguments are anticipated but counterargument weakens the writer's position. Persuasive techniques are obvious and are not persuasive. Logical fallacies weaken writer's position.	Thesis statement is not present but issue can be inferred. Concrete details are unrelated or rambling. Commentary rarely explains anything and offers no insight. Opposing arguments are shown, but the writer fails to overcome them. Persuasive techniques are used inappropriately. Many fallacies weaken the opinion.	No thesis or position taken. Severe lack of concrete detail and commentary. No opposing argument addressed. Severe lack of effort.
Organization	The introduction powerfully engages the reader, contains a compelling thesis, and clearly presents an issue. Body paragraphs contain powerful concrete details and insightful commentary that powerfully defend the thesis. The conclusion offers an enlightening perspective or a compelling call to action. Transition words are well crafted and reinforce clarity of the message.	The introduction engages the reader, contains a clear thesis, and presents an issue. Body paragraphs contain good concrete details and commentary that defends the thesis. The conclusion summarizes and issues a call to action. Transition words show how ideas connect.	The introduction lacks engaging the reader, but contains a thesis and an issue. Body paragraphs contain some concrete details and commentary and mostly prove the thesis. The conclusion summarizes and only restates what has been said. Transition words are used but more are needed.	The introduction vaguely presents a thesis and is not engaging. Body paragraphs contain a few concrete details and commentary that weakly defend the thesis. The conclusion only summarizes. Transition words are attempted, but many more are needed.	Thesis must be inferred by the reader and introduction is not engaging. Body paragraphs lack concrete details and commentary and are mostly filler. The conclusion is present but only attempts a summary. Only a few transition words are used.	The introduction does not set up the essay at all. Body paragraphs do not contain concrete details and commentary. Essay lacks a conclusion. Lacks of transition words create confusion. Severe lack of effort.

Voice	The writer argues forcefully with an authoritative tone that is appropriate. The writer shows thoughtful and insightful engagement with the topic.	The tone is appropriate for the topic and audience and is persuasive. The writer shows active engagement with the topic.	The tone is acceptable but is not always strong. The writer mostly shows engagement with the topic.	The tone is occasionally inappropriate for the topic and audience and is not strong. The writer occasionally shows active engagement with the topic.	The tone is often inappropriate for the topic and audience and is never strong. The writer rarely shows active engagement with the topic.	The tone is not concerned with the audience at all. No engagement with the topic shown.
Word Choice	Uses precise, powerful words to defend the thesis. No fallacies are present, and persuasive techniques are used effectively to persuade the reader.	Familiar words persuade effectively. No fallacies are present and persuasive techniques appropriate.	Familiar words communicate the opinion but are not always persuasive. Some fallacies are present and persuasive techniques may be inappropriate.	Familiar words are sometimes persuasive. Fallacies and persuasive techniques used weaken the argument.	Familiar words are misused and are not persuasive. Fallacies and persuasive techniques confuse the reader.	Limited vocabulary. Very little attempted.
Sentence Fluency	Sentences vary in length and structure and create a rhythm and flow. (compound, complex, etc) Sentence beginnings vary and create style.	Sentences mostly vary in length and structure. (compound, complex, etc) Sentence beginnings mostly vary.	Sentences vary somewhat in length and structure. (compound, complex, etc) Some variety in sentence beginnings is attempted.	No significant difference in sentence structure, and some fragments and run-ons present. Sentence beginnings are mostly the same.	Most sentences are repetitive to a fault and many fragments and run-ons are present. Sentence beginnings are rarely different.	Sentence structures make writing difficult to follow.
Conventions	Spelling, grammar, and punctuation are flawless. Paragraphing is flawless. Essay formatting is flawless.	Spelling, grammar, and punctuation mostly correct. Paragraphing is mostly correct. Essay formatting is mostly correct.	Spelling, grammar, and punctuation are solid with minor errors. Paragraphing is solid but not always correct. Essay formatting has minor errors.	Spelling, grammar, and punctuation are uneven and sometimes distract from meaning. Paragraphing is occasionally sound. Essay formatting has major errors but is attempted.	Spelling, grammar, and punctuation distort the meaning of the essay. Paragraphing is irregular and distracts from meaning. Essay formatting is attempted but distorts meaning.	Spelling, grammar, and punctuation mostly incorrect. Paragraphing is missing. Essay formatting is completely incorrect.